

## ABSTRACT

A system and method of displaying interactive content relevant to a broadcast presentation on a viewer display associated with a viewer device. The method begins with the receipt, at said viewer device, of a broadcast presentation from a broadcast presentation provider. Next, the viewer device receives relevant interactive content from a source of interactive content, filtered and characterized for a specific user. This additional content is bound to the broadcast content only by nature of a relevancy mapping. As such, it may be presented to the user without the broadcast content providers direct assistance. The viewer device merges the broadcast presentation and the relevant interactive content and displays both the broadcast presentation and the relevant interactive content on a viewer display. Preferably, the viewer device accesses the source of relevant interactive content over a computer network, such as the Internet.